DICK TRACY
THE CASE OF THE PURLOINED SIRLOIN
A M.A.G.I.C. MYSTERY
created specially for
ESSO
SERVICE STATION SALESMEN
BASED ON THE DICK TRACY CHARACTER CREATED BY CHESTER GOULD
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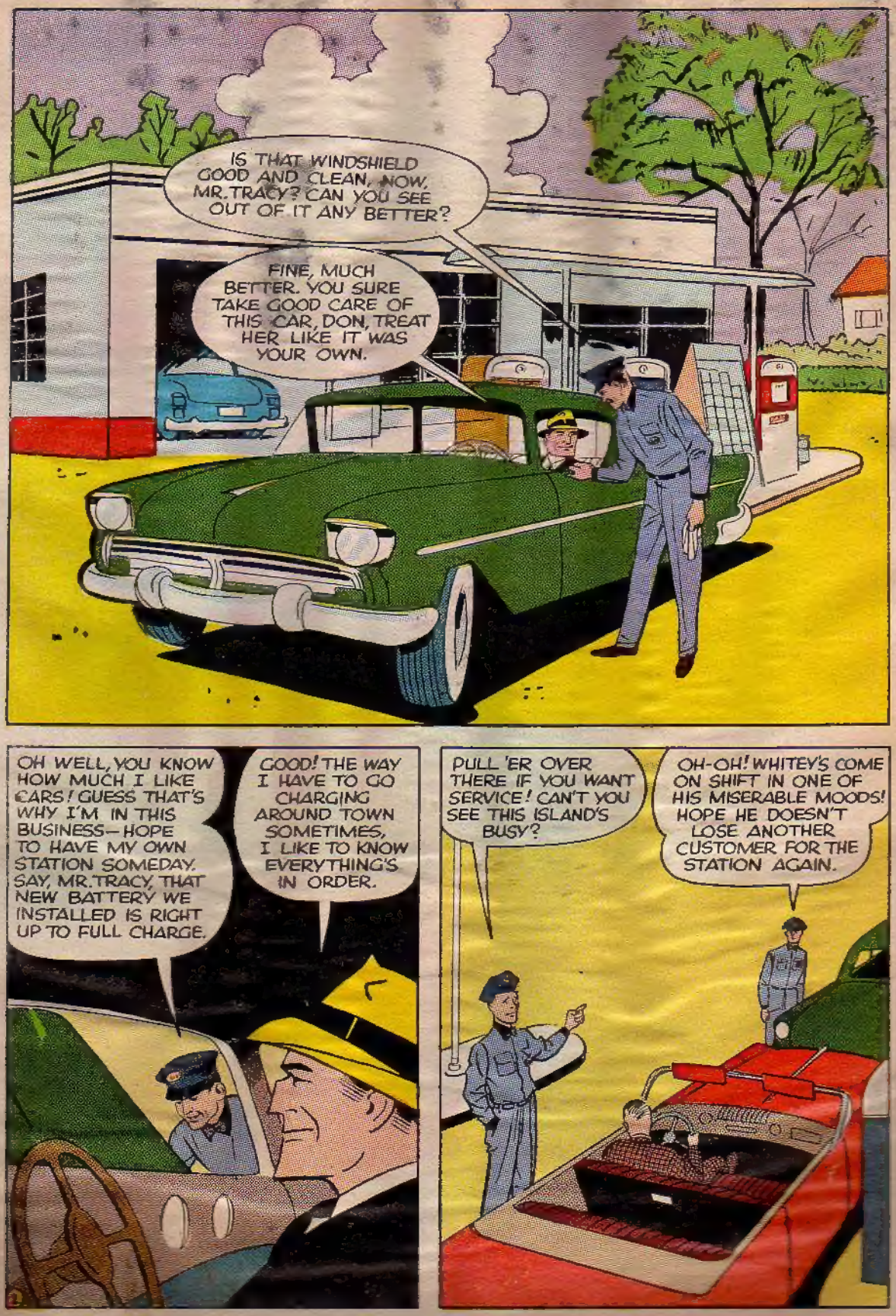
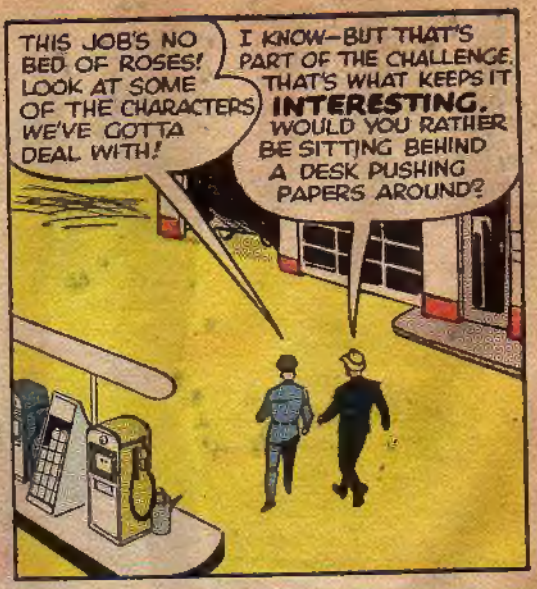
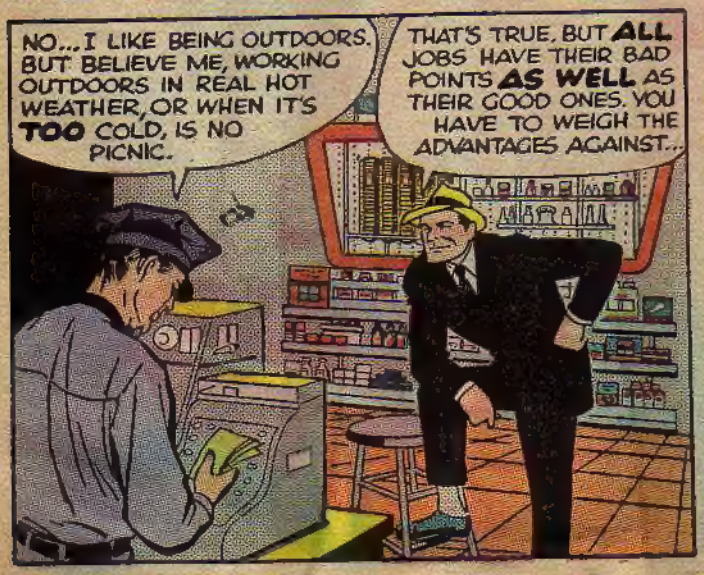

IS THAT WINDSHIELD GOOD AND CLEAN, NOW, MR. TRACY? CAN YOU SEE OUT OF IT ANY BETTER?
FINE, MUCH BETTER. YOU SURE TAKE GOOD CARE OF THIS CAR, DON, TREAT HER LIKE IT WAS YOUR OWN.
OH WELL, YOU KNOW HOW MUCH I LIKE CARS! GUESS THAT'S WHY I'M IN THIS BUSINESS—HOPE TO HAVE MY OWN STATION SOMEDAY. SAY, MR. TRACY, THAT NEW BATTERY WE INSTALLED IS RIGHT UP TO FULL CHARGE.
GOOD! THE WAY I HAVE TO GO CHARGING AROUND TOWN SOMETIMES, I LIKE TO KNOW EVERYTHING'S IN ORDER.
PULL 'ER OVER THERE IF YOU WANT SERVICE! CAN'T YOU SEE THIS ISLAND'S BUSY?
OH-OH! WHITEY'S COME ON SHIFT IN ONE OF HIS MISERABLE MOODS! HOPE HE DOESN'T LOSE ANOTHER CUSTOMER FOR THE STATION AGAIN.

NEVER MIND THE SMART CRACKS! IF I WANT TO WAIT FOR DON TO TAKE CARE OF ME THAT'S MY BUSINESS!
SUIT YOURSELF, MISTER. I'LL GET MY PAYCHECK WHETHER I WAIT ON YOU OR NOT!
GOOD EVENING, MR. GRUMPLEMAN. SORRY ABOUT WHITEY. GUESS HE'S HAVING ONE OF HIS BAD DAYS. SHALL I FILL 'ER UP?
THAT'S RIGHT FILL 'ER UP!
AND YOU CAN TELL YOUR BOSS FOR ME THAT I'M GOING TO STOP COMING IN HERE IF SOME OF THE PEOPLE IN THIS STATION DON'T CHANGE THEIR ATTITUDE!
YESSIR, MR. GRUMPLEMAN. SAY, HOW'S SHE BEEN DOING ON THE HILLS?
GOLDEN
ALL RIGHT, ALL RIGHT. THANKS FOR ASKING. AND WHAT'S MORE, YOU CAN TELL THAT FELLOW FOR ME...
YES, MR. GRUMPLEMAN. LOOKS LIKE YOU CAN USE A QUART OF MOTOR OIL. SHALL I PUT IT IN?
YES, YES, INDEED... WHATEVER YOU SAY. GLAD YOU CHECKED IT. YOU'RE A FINE FELLOW AND YOU CAN TELL YOUR BOSS FOR ME...

NARFSTAR

TOUGH CUSTOMER! BUT I THINK HE'S RIGHT ABOUT WHITEY'S ATTITUDE. I ALWAYS FIND IT A LITTLE **UNPLEASANT** TO HAVE HIM TAKE CARE OF MY CAR!
WAIT A MINUTE, MR. TRACY! WHOA-A!


THIS JOB'S NO BED OF ROSES! LOOK AT SOME OF THE CHARACTERS WE'VE GOTTA DEAL WITH!
I KNOW—BUT THAT'S PART OF THE CHALLENGE. THAT'S WHAT KEEPS IT **INTERESTING.** WOULD YOU RATHER BE SITTING BEHIND A DESK PUSHING PAPERS AROUND?

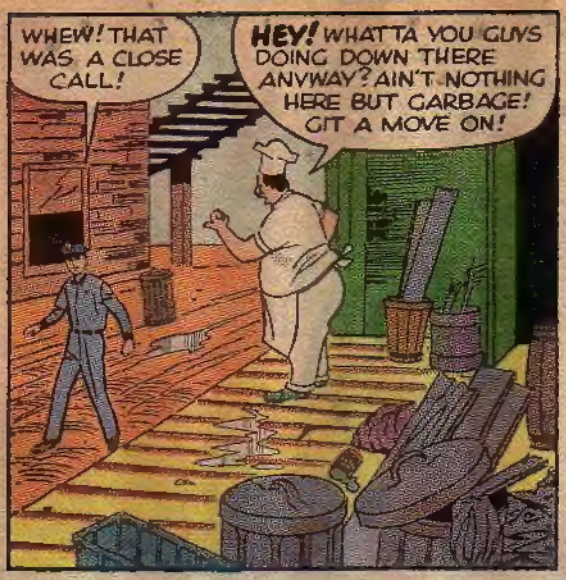

NO... I LIKE BEING OUTDOORS. BUT BELIEVE ME, WORKING OUTDOORS IN REAL HOT WEATHER, OR WHEN IT'S **TOO** COLD, IS NO PICNIC.
THAT'S TRUE, BUT **ALL** JOBS HAVE THEIR BAD POINTS **AS WELL** AS THEIR GOOD ONES. YOU HAVE TO WEIGH THE ADVANTAGES AGAINST...

WAIT A MINUTE... LET ME GET THIS MESSAGE WHILE YOU WASH UP.
RIGHT! I'M THROUGH FOR TODAY—I'LL RIDE DOWNTOWN WITH YOU IF YOU DON'T MIND.
2-WAY WRIST RADIO

DON! CALL SAYS ANOTHER LOAD OF **SIRLOINS** HAS BEEN PURLOINED FROM VELDA'S CAFE! STOLEN RIGHT OUT FROM UNDER HER NOSE! WANT TO COME ALONG WITH ME?
WOW! MR. TRACY! **WOULD** I!

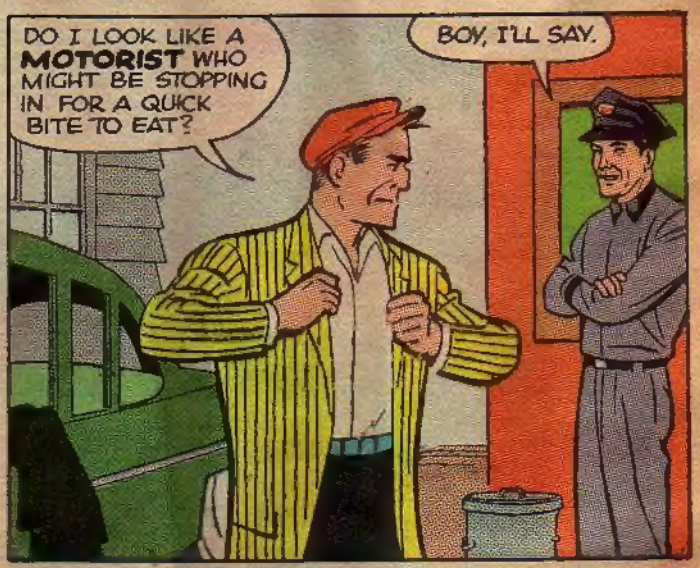
WHAT'S IT ALL ABOUT?
A PUZZLING CASE, DON! VELDA, WHO OWNS THAT NICE RESTAURANT DOWNTOWN, REPORTS THAT HER CHOICEST CUTS OF SIRLOIN BEEF KEEP DISAPPEARING.

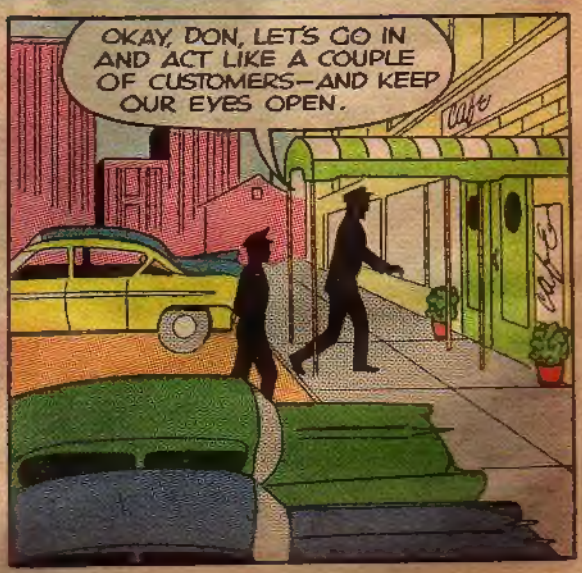
NOT ONE AT A TIME—BUT LARGE QUANTITIES. SHE DOES QUITE A BIG BUSINESS, AFTERNOON AND EVENING—AND SHE'S THE WHOLESALE BUTCHER'S BIGGEST CUSTOMER IN THESE PARTS...
BUT LATELY SHE CAN'T BUY ENOUGH—WHATEVER SHE BUYS SEEMS TO DISAPPEAR INTO THIN AIR—IT'S EXPENSIVE STUFF! CAN'T FIGURE OUT HOW THE THIEVES GET IN—AND WHEN!
MAYBE THEY GET IN AFTER THE PLACE CLOSES.
NO—WE'VE GOT A COP ON STAKE-OUT, BUT THE STUFF IS BEING PILFERED RIGHT UNDER HIS NOSE.
GOSH—YOU'VE GOT A TOUGH ONE TO CRACK THIS TIME, MR. TRACY!
VISTA
Cafe Restaurant
Cafe
AREN'T WE GOING INSIDE, MR. TRACY?
LATER—FIRST I'D LIKE TO TAKE A LOOK AROUND—HMMM... THIS MUST BE THE LOADING AND RECEIVING PLATFORM.
NOTHING MUCH GOING ON... WHA—
CRASH!

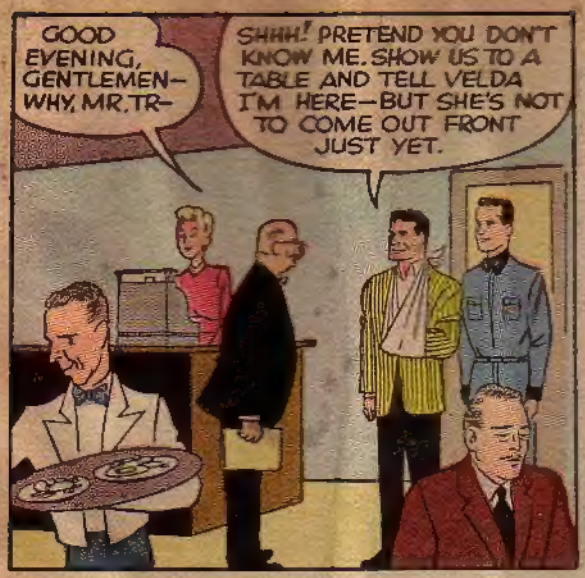

WHEW! THAT WAS A CLOSE CALL!
HEY! WHATTA YOU GUYS DOING DOWN THERE ANYWAY? AIN'T NOTHING HERE BUT GARBAGE! GIT A MOVE ON!

IT'S ONLY THE COOK... PUTTING OUT THE REFUSE!
WHAT HAPPENS TO GARBAGE FROM A RESTAURANT BIG AS THIS ONE? WHO PICKS IT UP?

TRACY DRIVES INTO AN ALLEY, STOPS, AND...
COMMERCIAL GARBAGE IS PICKED UP BY PRIVATE CARTING COMPANIES, DON...
I'VE GOT TO MAKE A QUICK CHANGE.


DO I LOOK LIKE A MOTORIST WHO MIGHT BE STOPPING IN FOR A QUICK BITE TO EAT?
BOY, I'LL SAY.


OKAY, DON, LET'S GO IN AND ACT LIKE A COUPLE OF CUSTOMERS—AND KEEP OUR EYES OPEN.
Cafe


GOOD EVENING, GENTLEMEN— WHY, MR. TR—
SHHH! PRETEND YOU DON'T KNOW ME. SHOW US TO A TABLE AND TELL VELDA I'M HERE—BUT SHE'S NOT TO COME OUT FRONT JUST YET.

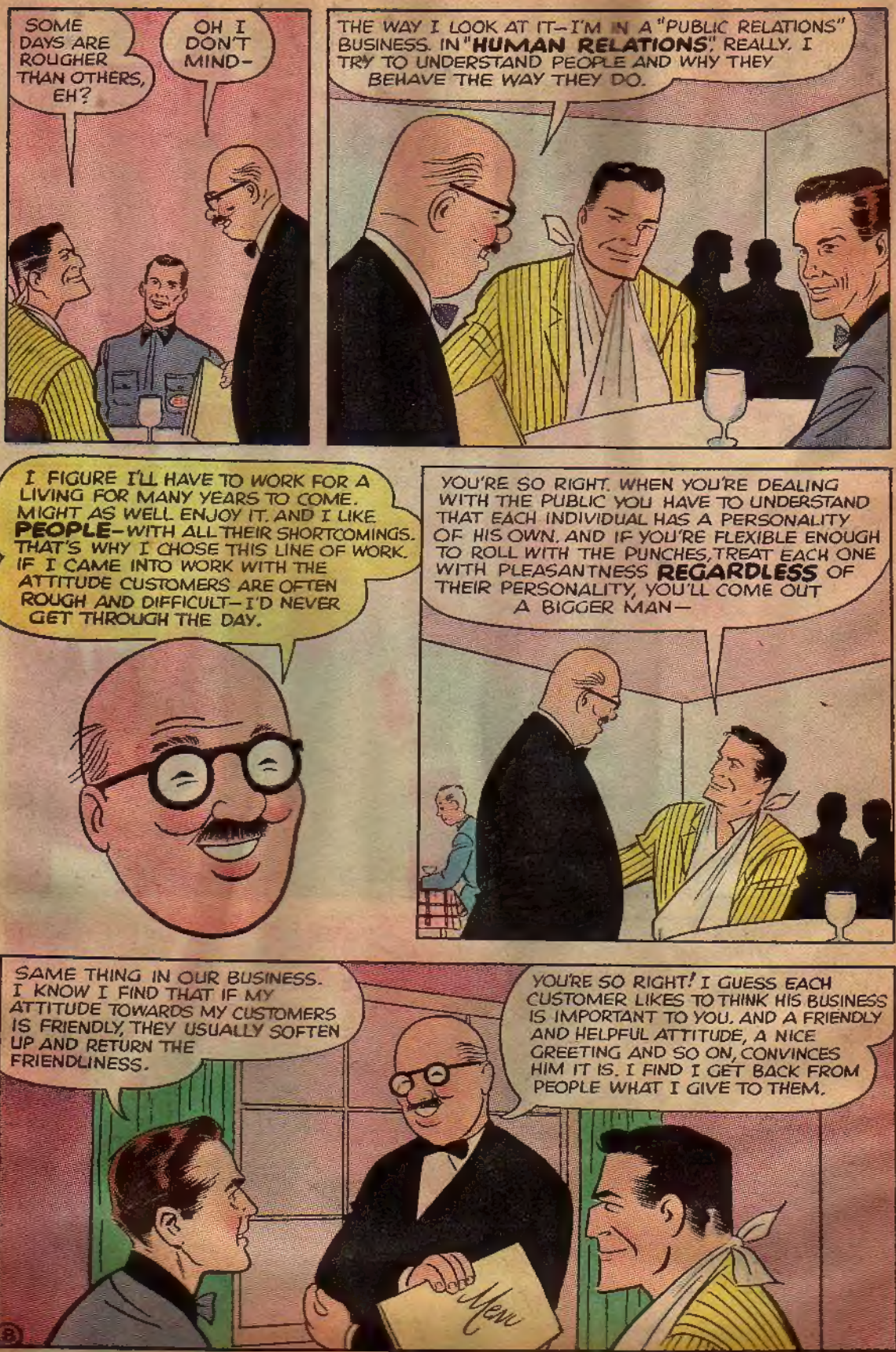
HERE'S A NICE TABLE. I'LL HAVE A WAITER FOR YOU IN JUST A MOMENT.
THANK YOU VERY MUCH.

BUSY PLACE.
YES. WELL RUN, TOO!

TABLE FOR TWO?
WHAT DO WE LOOK LIKE— FOUR?

HOPE THE WAITER WON'T KEEP US WAITING. WE'RE IN A HURRY AND WE WANT GOOD SERVICE.
I DON'T LIKE THIS TABLE. I WANT A BETTER ONE!

THE MANAGER HERE SURE HAS HIS HANDS FULL SOMETIMES, TOO. GETS ALL KINDS OF CUSTOMERS—SOME PLEASANT, SOME OUT TO SHOW THEY'RE IMPORTANT AND HE BETTER TREAT 'EM RIGHT, OR ELSE!


SOME DAYS ARE ROUGHER THAN OTHERS, EH?
OH I DON'T MIND–
THE WAY I LOOK AT IT–I'M IN A "PUBLIC RELATIONS" BUSINESS. IN "HUMAN RELATIONS," REALLY. I TRY TO UNDERSTAND PEOPLE AND WHY THEY BEHAVE THE WAY THEY DO.
I FIGURE I'LL HAVE TO WORK FOR A LIVING FOR MANY YEARS TO COME. MIGHT AS WELL ENJOY IT. AND I LIKE PEOPLE–WITH ALL THEIR SHORTCOMINGS. THAT'S WHY I CHOSE THIS LINE OF WORK. IF I CAME INTO WORK WITH THE ATTITUDE CUSTOMERS ARE OFTEN ROUGH AND DIFFICULT–I'D NEVER GET THROUGH THE DAY.
YOU'RE SO RIGHT. WHEN YOU'RE DEALING WITH THE PUBLIC YOU HAVE TO UNDERSTAND THAT EACH INDIVIDUAL HAS A PERSONALITY OF HIS OWN, AND IF YOU'RE FLEXIBLE ENOUGH TO ROLL WITH THE PUNCHES, TREAT EACH ONE WITH PLEASANTNESS REGARDLESS OF THEIR PERSONALITY, YOU'LL COME OUT A BIGGER MAN–
SAME THING IN OUR BUSINESS. I KNOW I FIND THAT IF MY ATTITUDE TOWARDS MY CUSTOMERS IS FRIENDLY, THEY USUALLY SOFTEN UP AND RETURN THE FRIENDLINESS.
YOU'RE SO RIGHT! I GUESS EACH CUSTOMER LIKES TO THINK HIS BUSINESS IS IMPORTANT TO YOU. AND A FRIENDLY AND HELPFUL ATTITUDE, A NICE GREETING AND SO ON, CONVINCES HIM IT IS. I FIND I GET BACK FROM PEOPLE WHAT I GIVE TO THEM.
Menu
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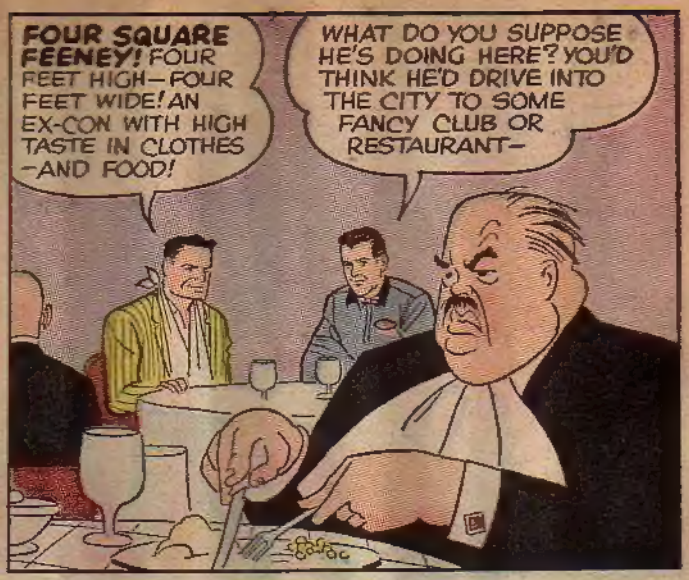
TALKING ABOUT PEOPLE—LOOK WHO'S AT THAT FAR TABLE.
MAN! WHO **IS** THAT CHARACTER?


FOUR SQUARE FEENEY! FOUR FEET HIGH—FOUR FEET WIDE! AN EX-CON WITH HIGH TASTE IN CLOTHES —AND FOOD!
WHAT DO YOU SUPPOSE HE'S DOING HERE? YOU'D THINK HE'D DRIVE INTO THE CITY TO SOME FANCY CLUB OR RESTAURANT—

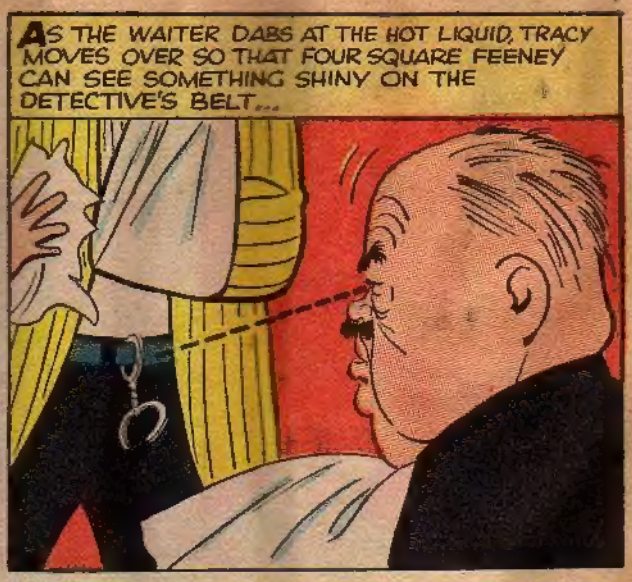
THAT'S WHAT **I'VE** BEEN WONDERING ABOUT! I'D LIKE TO GET **CLOSER** TO FOUR SQUARE FEENEY!

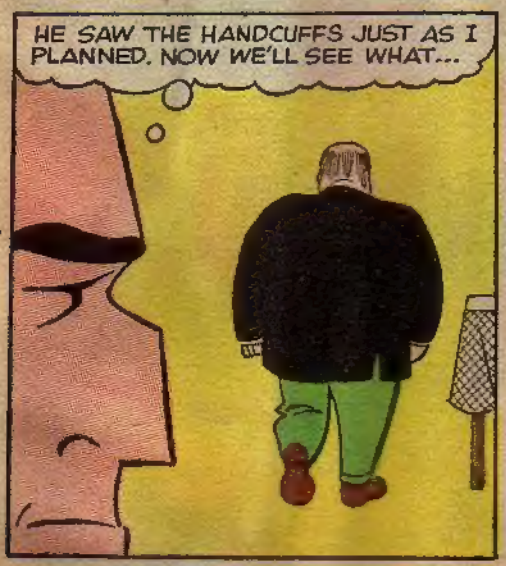
SAY, WAITER! MIND IF WE MOVE OVER TO **THAT** TABLE?
NOT AT ALL! I'LL BRING YOUR ORDER RIGHT OVER.

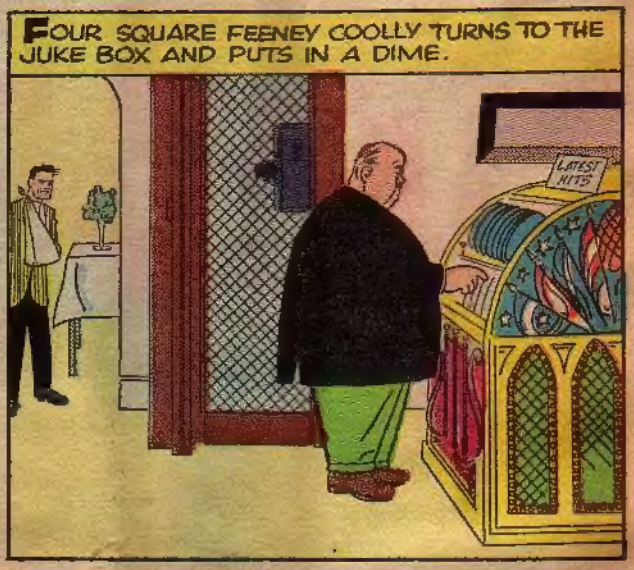
DON, I'M GOING TO HATE TO DO THIS TO THAT NICE WAITER BUT—

..?

I'M AWFULLY SORRY, SIR. LET ME GET IT WITH THIS NAPKIN... WOW—WHAT A DAY!


AS THE WAITER DABS AT THE HOT LIQUID, TRACY MOVES OVER SO THAT FOUR SQUARE FEENEY CAN SEE SOMETHING SHINY ON THE DETECTIVE'S BELT...


HE SAW THE HANDCUFFS JUST AS I PLANNED. NOW WE'LL SEE WHAT...


FOUR SQUARE FEENEY COOLLY TURNS TO THE JUKE BOX AND PUTS IN A DIME.
LATEST HITS

WITH THE MUSIC VOLUME TURNED UP, HE STEPS INTO THE PHONE BOOTH...
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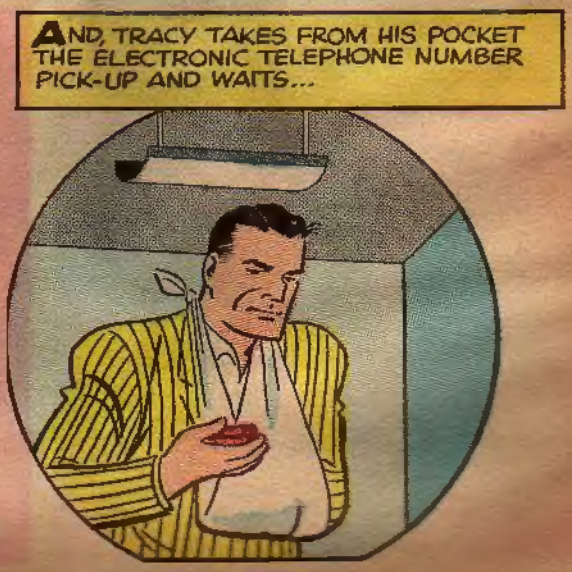
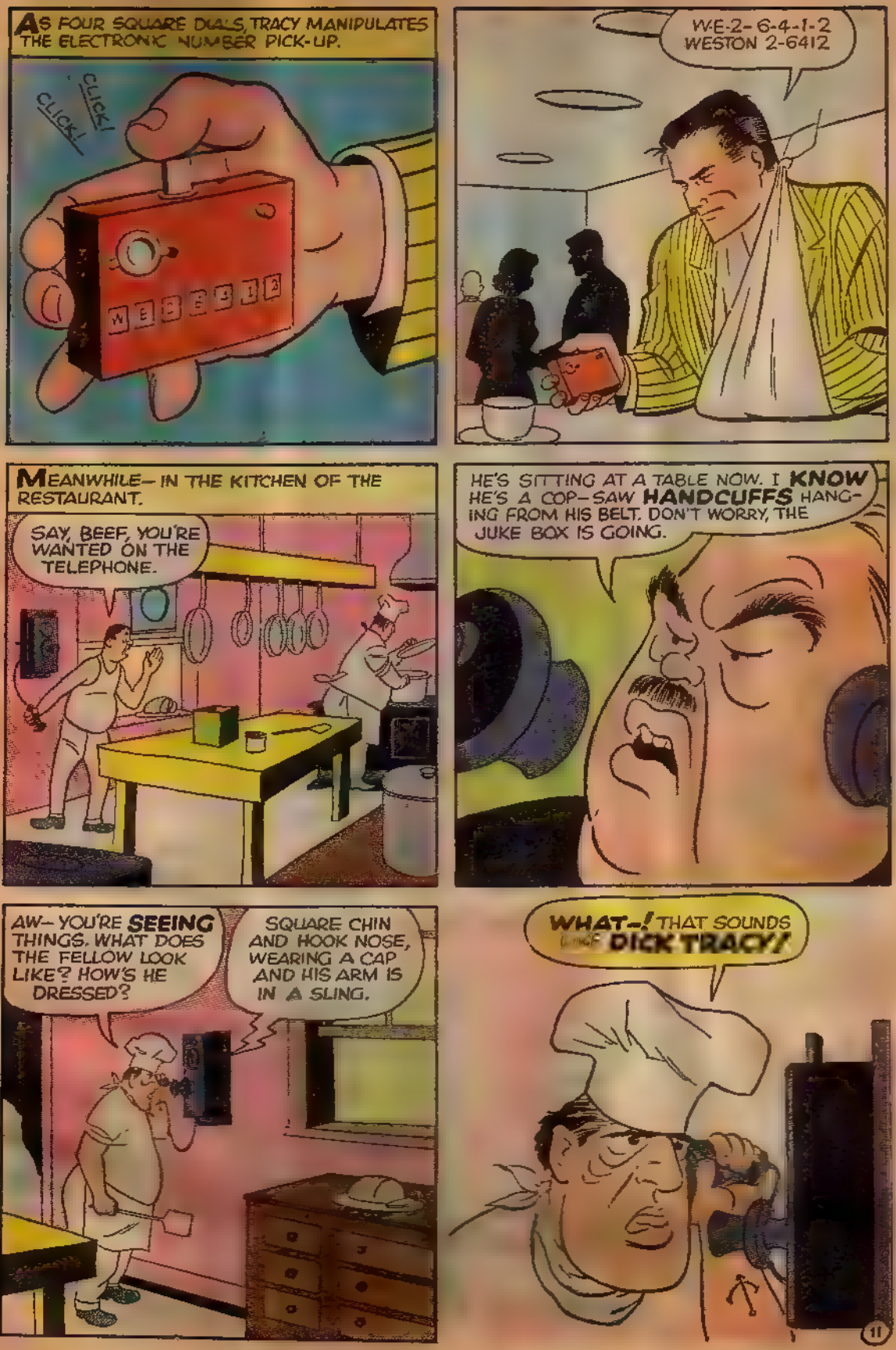

AND, TRACY TAKES FROM HIS POCKET THE ELECTRONIC TELEPHONE NUMBER PICK-UP AND WAITS...


AS FOUR SQUARE DIALS, TRACY MANIPULATES THE ELECTRONIC NUMBER PICK-UP.
CLICK!
CLICK!
W-E-2-6-4-1-2
WESTON 2-6412
MEANWHILE— IN THE KITCHEN OF THE RESTAURANT.
SAY, BEEF, YOU'RE WANTED ON THE TELEPHONE.
HE'S SITTING AT A TABLE NOW. I KNOW HE'S A COP— SAW HANDCUFFS HANGING FROM HIS BELT. DON'T WORRY, THE JUKE BOX IS GOING.
AW— YOU'RE SEEING THINGS. WHAT DOES THE FELLOW LOOK LIKE? HOW'S HE DRESSED?
SQUARE CHIN AND HOOK NOSE, WEARING A CAP AND HIS ARM IS IN A SLING.
WHAT—! THAT SOUNDS LIKE DICK TRACY!
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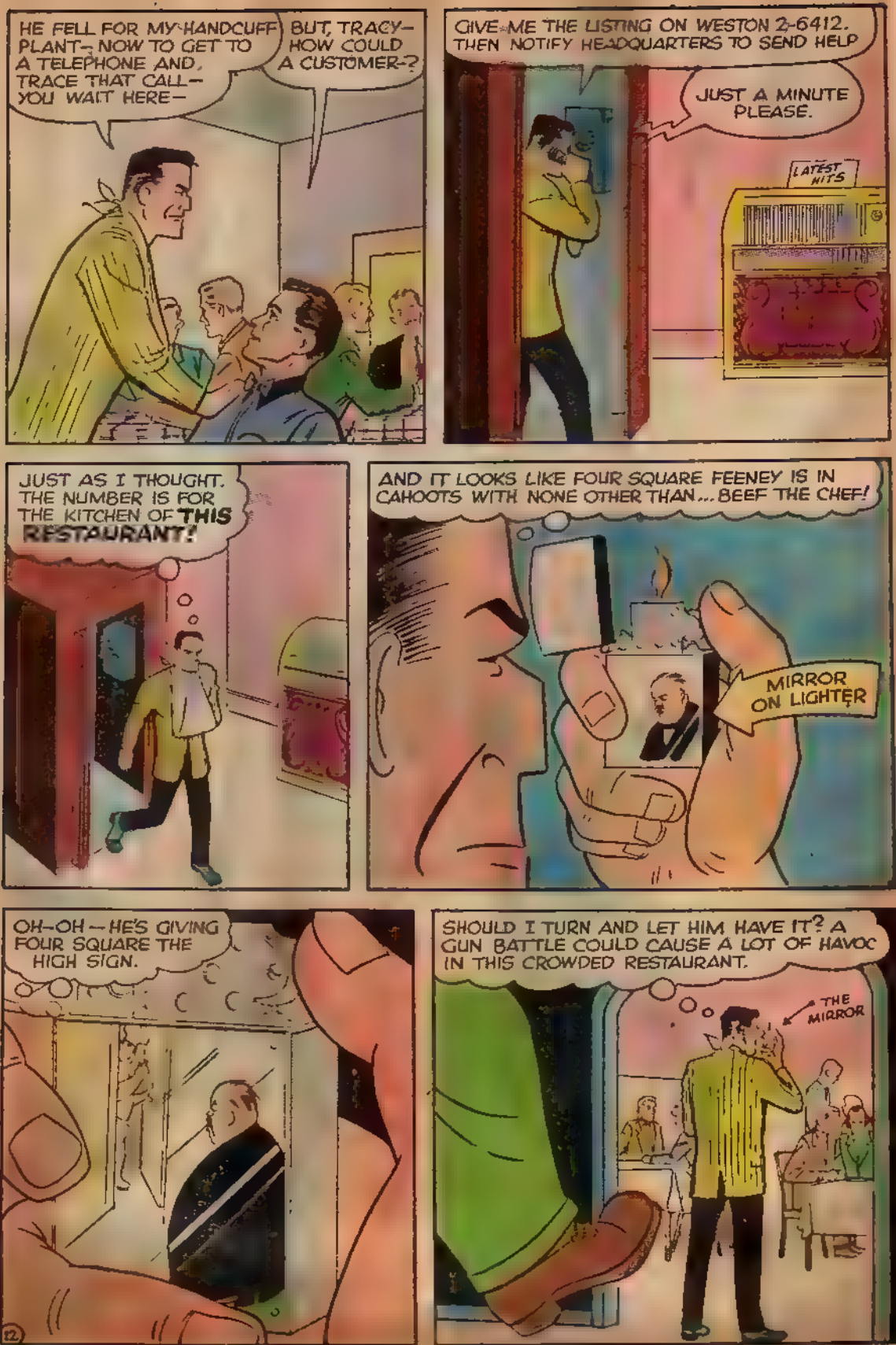
HE FELL FOR MY HANDCUFF PLANT— NOW TO GET TO A TELEPHONE AND TRACE THAT CALL— YOU WAIT HERE—
BUT, TRACY— HOW COULD A CUSTOMER—?
GIVE ME THE LISTING ON WESTON 2-6412. THEN NOTIFY HEADQUARTERS TO SEND HELP
JUST A MINUTE PLEASE.
LATEST HITS
JUST AS I THOUGHT. THE NUMBER IS FOR THE KITCHEN OF THIS RESTAURANT!
AND IT LOOKS LIKE FOUR SQUARE FEENEY IS IN CAHOOTS WITH NONE OTHER THAN... BEEF THE CHEF!
MIRROR ON LIGHTER
OH-OH — HE'S GIVING FOUR SQUARE THE HIGH SIGN.
SHOULD I TURN AND LET HIM HAVE IT? A GUN BATTLE COULD CAUSE A LOT OF HAVOC IN THIS CROWDED RESTAURANT.
THE MIRROR
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THIS IS A SAWED OFF 12-GAUGE IN YOUR BACK, KID—WALK OUTSIDE BY THE KITCHEN ENTRANCE.
AT THE REAR OF THE RESTAURANT—
THIS IS TOO GOOD TO BE TRUE—YOU AREN'T EVEN ARMED.
A TRAIN TRESTLE RUNS BACK OF THIS RESTAURANT. THE NOISE WILL MUFFLE THE SHOT. CATCH ON?
AND IN THE KITCHEN, BEEF WAITS...
FOUR SECONDS, THREE SECONDS, TWO SECONDS-
AS FOUR SQUARE IS ABOUT TO SQUEEZE THE TRIGGER, TRACY'S FOOT KICKS BACKWARD...
AND THE LUMBERING FEENEY IS TOPPLED OFF BALANCE!
BANG!
DROP IT, FEENEY... I WARNED YOU!
BANG
EXIT, MR. TRACY—I TOLD FOUR SQUARE TO GET LOST IN THE RESTAURANT CROWD—NOW I'LL RUSH OUT.

HELLO, BEEF—YOU'RE JUST IN TIME.
WHA—AT?
MR. TRACY... ARE YOU ALL RIGHT?
TAKE HIM AWAY.
SURE, DON, BUT THE CROOKED SIRLOIN PURLOINERS AREN'T!
LATER—
I GET IT— FOUR SQUARE WOULD PARK HIS STATION WAGON IN THE BACK BY THE KITCHEN DOOR—THEN COME IN FOR A CUP OF COFFEE.
RIGHT—MEANWHILE, BEEF WOULD HAUL OUT THE MEAT, HIDDEN IN CARTONS—ON TOP OF WHICH WAS PILED PAPER AND CRUSHED CARDBOARD—
AND EVERYONE WOULD THINK HE WAS JUST HAULING OUT THE TRASH. THEN FOUR SQUARE WOULD GO OUT, PUT THE CARTONS OF MEAT IN HIS CAR, AND SELL IT TO A FENCE.
WELL, THAT'S ONE BIG BEEF WHO'LL BE IN COLD STORAGE FOR A LONG TIME!
IT SURE WAS EXCITING—I CAN'T WAIT TO GET TO WORK TOMORROW AND TELL WHITEY ABOUT IT. YOU KNOW, HE'S REALLY A NICE GUY, MR. TRACY. IT WOULD BE SWELL IF YOU COULD EXPLAIN HOW HE'D BE HAPPIER AT HIS WORK AND DO A BETTER JOB, WITH THE RIGHT ATTITUDE.
Esso
I THINK IT WOULD HELP, COMING FROM YOU.
I'LL BE GLAD TO TALK TO WHITEY. SERVICE WITH A SMILE, THAT'S OUR MOTTO!
Esso
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CLUES FOR WHITEY

WHETHER YOU HOPE TO HAVE YOUR OWN STATION SOMEDAY...OR WHETHER YOU WANT TO GET THE GREATEST PERSONAL SATISFACTION FROM YOUR SERVICE STATION JOB EACH DAY, A FEW SIMPLE THINGS CAN HELP YOU

GET MORE OUT OF YOUR WORKING LIFE...

YOUR PERSONAL ATTITUDE

YOU GET BACK FROM MOST PEOPLE WHAT YOU GIVE. IF YOU TREAT PEOPLE PLEASANTLY, MOST OFTEN THEY'LL RESPOND LIKEWISE. (AND VICE VERSA!)

HOW DO YOU LOOK TO OTHERS?

APART FROM YOUR UNIFORM, ETC. WHAT KIND OF AN IMPRESSION DO YOU GIVE TO OTHERS WHEN YOU'RE FACE TO FACE WITH THEM? WHEN WAS THE LAST TIME YOU SMILED WHEN YOU SPOKE TO A CUSTOMER? TRY IT! (PLAY IT AS A GAME!) SEE WHAT RESPONSE YOU GET WHEN YOU SMILE AS YOU GREET YOUR CUSTOMER.

HOW DO YOU ACT?

DO YOU GIVE THE IMPRESSION THAT YOU'RE BORED WITH YOUR WORK—OR THAT YOU DON'T LIKE IT? THIS MAKES PEOPLE DEFENSIVE. BUT IF YOU GO ABOUT THE BUSINESS OF SERVICING A CAR AS THOUGH THIS WAS THE WORK **YOU PICKED OUT TO DO—AND YOU'RE GLAD YOU DID**—PEOPLE WILL HAVE MORE RESPECT FOR YOU!

HOW DO YOU MAKE PEOPLE FEEL?

MAKE A GUY (OR WOMAN!) FEEL AS THOUGH HE'S IMPORTANT—THAT HIS **CAR** IS IMPORTANT, TOO—AS THOUGH YOU **WANT** HIS BUSINESS—AND HE'LL LIKE YOU FOR IT. WHAT'S MORE **YOU'LL** FEEL MORE SATISFIED INSIDE. BECAUSE YOU'LL KNOW YOU MADE SOMEONE ELSE FEEL GOOD.

REMEMBER!

YOU ARE IN THE BUSINESS OF PUBLIC RELATIONS AND HUMAN RELATIONS. ACT UP TO YOUR RESPONSIBILITIES!

NARFSTAR

THE USE OF DICK TRACY IN THIS BOOKLET IS NOT, AND SHOULD NOT BE CONSIDERED, AN ENDORSEMENT OF ANY PRODUCT.